



## Module 3 - Making Your First Gold

Now that you have a good idea of what your account needs and how your add-ons work, I want to show you exactly how to set up your Auction House character and the account you'll be using to make all that gold. Then, from there, we'll go into how to make your first real gold, before we get into all those ridiculous numbers you're drooling over.

I'm assuming that you don't already have some gold on your character for parts of this module. If you do have gold on your main character (at least 100 gold), send it to your Auction House character and use it to get started. Otherwise, use these strategies to start making your first investment funds.

### Your Auction House Alt

I have seen enough gold guides to know that you probably already have an Auction House alt. Everyone has one these days and they're pretty important to ensuring you don't waste a bunch of time running your main back to towns or auction houses to sell things. The easiest Auction Houses to get back to are Orgrimmar or Undercity for Horde and Stormwind or Ironforge for Alliance, so Horde should create an Orc, Troll, or Forsaken and Alliance should create a Human, Dwarf, or Gnome. Choose a real name too that doesn't belie what you're doing with this character. Some find it hard to make trades on the trade channel.

Once you've created your character and ran them back to your capital city, you should find the mailbox, bank, and auction house. If you have some gold to work with, outfit your alt with bag

space and expanded bank slots. If you do not have gold yet, use all the gold you get up front to buy this added space. It will make your life easier in the long run to have all that extra space to work with.

### Scanning the Auction House

Once you're set up with space and the location you need, start scanning the Auction House. I recommend scanning with Market Watcher first, but if you're scanning with one, you may as well scan with Auctionator and Auctioneer as well. It may seem redundant, but you want data for all three of them that is at least moderately useful.

### The Items You'll be Watching

We skipped this before, but now it's time to choose the items that are worth keeping an eye on when you start doing your Market Watcher scans. Here is the list of items I like to keep my eyes on when I scan the Auction house each day. We'll discuss them more later, but for now, they're the easiest to work with. They are all consumables and crafting goods – things that sell in volume and maintain high demand. Add ores, herbs, orbs, and any other crafting goods that are highly sought.

You'll want as many scans as possible, so start scanning immediately. Additionally, consider adding any items to your list that might benefit you specifically. For example, if you're a

blacksmith or a tailor, the added materials that you use are good to have – including old ores or cloths. Don't have too long of a list though. Having 25 items is good in my opinion. Too much more than that when you get started will make keeping track of everything very hard. That's not your goal.

### **Making Your First Few Gold**

Before we get into the big, hefty monster gold making strategies, I need to get you a few dozen gold to work with. This will be done using a variety of different strategies, but for the most part, you won't be doing this on the Auction House character. You need to master this without spending any time on your character otherwise – using leveling or some other tricks I have up my sleeve.

### **Leveling for Gold**

The easiest way to make your gold is just to level up your character a bit and use the profit from that to finance your work. Basically, spend about an hour getting to Level 5. Don't buy any skills, food or water with those coins. Just save them for reinvesting. I've dinged Level 5 in 40 minutes or less with some characters before, so this is a quick way to pull it off. Sell all the gear you're wearing as well and then go to the capital city and use that money to reinvest and make more gold.

Additionally, you can pick up Herbalism or Mining and start gathering Peacebloom, Silverleaf, and Copper – all of which sell for about 2+ gold per stack. If you go out and mine up a stack of each in the starting area (which takes about an hour), you can have between 3-6 gold to work with right away.

### **The First Few Gold**

No matter how you look at it, you probably won't get 100 gold just by begging or signing charters. You might get lucky, but most players will either be shamed into actually earning their cash or just get tired of bugging people. Others may have leveled up to 5 and want to get started in the Auction House right away. For those players, here are some tips to start making a profit without having to go around looking for people to finance your run.

### **Vendor Searches**

I mentioned vendor searches earlier when we were talking about Auctioneer, but it really is the best way I know of to make a nice profit in the Auction House when you only have a handful of silver to work with. How this works is that you will ignore your scanned data because of how inaccurate it is at the moment. Instead, do a Vendor Search and uncheck the "Allow Bids" option.

You may not find anything at all (there are a lot of players using these add-ons so you may have gotten beaten to the punch), but if you're lucky, you'll find a handful of items that are currently

being auctioned off for less than they are worth to a vendor. Things like low level gear or junk items will usually be what make up this section.

### Resale Searches

You can also do a resale search for some quick profits. This is a bit less accurate because of the way the resale search works and relies on the scanned data. Go to Resale Search and enable “Individual Maximum Price”, then set the price to the most silver or gold you currently have on you. Here is what a search would look like if you had 20 silver to work with:

You’ll find a ton of stuff in here that’s useless, and I’m serious when I say that you should ignore everything you find that isn’t obviously valuable. This includes gear, anything you don’t recognize, or grey and white items. Crafting goods like herbs or cloth are good however as they can be flipped for definite profit pretty fast. Use WoWHead here to check and see what the resale values are if you’re not sure that Auctioneer is right.

Make sure to use the Buy tab before you buy anything to see how many other auctions there are. If auctioneer tells you that the Linen Cloth you just saw for 8 silver is a resellable item but there are 50 other people selling Linen Cloth for 8 or 9 silver, you may even lose silver on that – something you cannot afford to do.

If you can find enough items that are selling for less than 10 silver that will resell for 40-90 silver or something similar, you’ll quickly find that the profits start to pile up very quickly, resulting in an extremely effective route to the 20 gold you’ll need to upgrade this strategy more effectively.

## The Next Level

Whatever methods you've used, you should have at least 10 gold now. That's the magic number you need to start buying stacks of low level items and reselling them for a decent profit. Once you hit that mark, you'll be able to use the following strategies I've been developing to make profits in larger chunks.

Once you hit 10 gold, you'll probably want to start making much more gold than things like Peacebloom or Copper can afford you. A single stack of Copper Ore is going to get you no more than 1 gold in profit, whereas enchanting goods like Dream Shards or reputation items like Relics of Ulduar can be flipped for a nearly 100% profit, resulting in a much faster boost to 100+ gold.

Before you do anything though, make sure you have at least a week or two's data for your auction house add-ons. Less than that can result in a far greater problem when it comes to maintaining your gold making speed. Here are the items that will make you profits up to 10 gold each, and can be afforded for your 10 gold investment.

- **Relic of Ulduar** – These are reputation items in Storm Peaks and can sell for good chunks of gold. Expect these to become useless when the 4.0 patch hits, but for now, it is still highly valuable. You can usually buy them up in stacks of less than 10 for a good amount, and then resell them in large stacks (I sell mine in stacks of 75+) for profits of

up to 100% or more.

- **Enchanting Mats** – The Dream Shard is a cheap enchanting item that will be easy to flip for a profit and because enchanting mats have no posting fees, you can almost always ensure a profit if you find something below its normal price. The problem here is that every server has different values for Dream Shards on the Auction House. For example, this morning, my Horde realm had these selling for 18 gold and my Alliance server had these selling for 23 gold.

That's a 5 gold difference because of realm and faction. I won't go over all the other enchanting mats right now, but you can also make a good profit early on with single Infinite Dusts, Eternal Essences, Abyss Crystals, and anything else that sells for a good profit from disenchanting.

- **Titanium** – A single Titanium sells for between 10 and 20 gold these days. But, trust me, most people who aren't gold farmers have no idea what these things are worth. I've seen Titanium selling for as little as 2 gold before. Don't expect to get that good of a deal, but don't be surprised to see it selling in single pieces for less than 10 gold. Combine it into stacks of 5 for Jewelcrafters and resell it for at least 15 gold each (a 75 gold stack of 5 Titanium is very common).



- **Other Herbs and Ores** – Herbs are fairly standardized in price (though it will vary by server greatly). I recommend looking for herbs that are used for high level glyphs first and foremost. I find that Goldclover is a good one because many new Level 68 characters will toss it on the auction house as they level without thinking about the price. You can sometimes find Goldclover stacks for as low as 5-10 gold. It averages between 20 and 30 gold per stack, which is an easy 10+ gold profit on a good day.

This is not everything of course, but I don't recommend diversifying too much this early. If you try to get a good chunk of gold too early, you'll only find that you push your luck more than you can afford to. You should focus on these 5-10 different items, never take too big of risks (since you don't have that much gold to risk) and be willing to wait a day at times to flip something for a profit. However, ideally, by buying and reselling these items for profits, you should be able to make up to 100-200 gold in no more than a day or two of trading. That's pretty fast if you think about it – after all, you're only level 5.